



# **RECOVERY EXPERIENCE**

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THE SCALABLE RECOVERY PLATFORM REDEFINING  
EXPERIENCE, PERFORMANCE, AND BRAND ACTIVATION.

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# PARTNERS & SPONSORSHIPS

WE'VE PARTNERED WITH PRESTIGIOUS ORGANIZATIONS SUCH AS:



energylounger

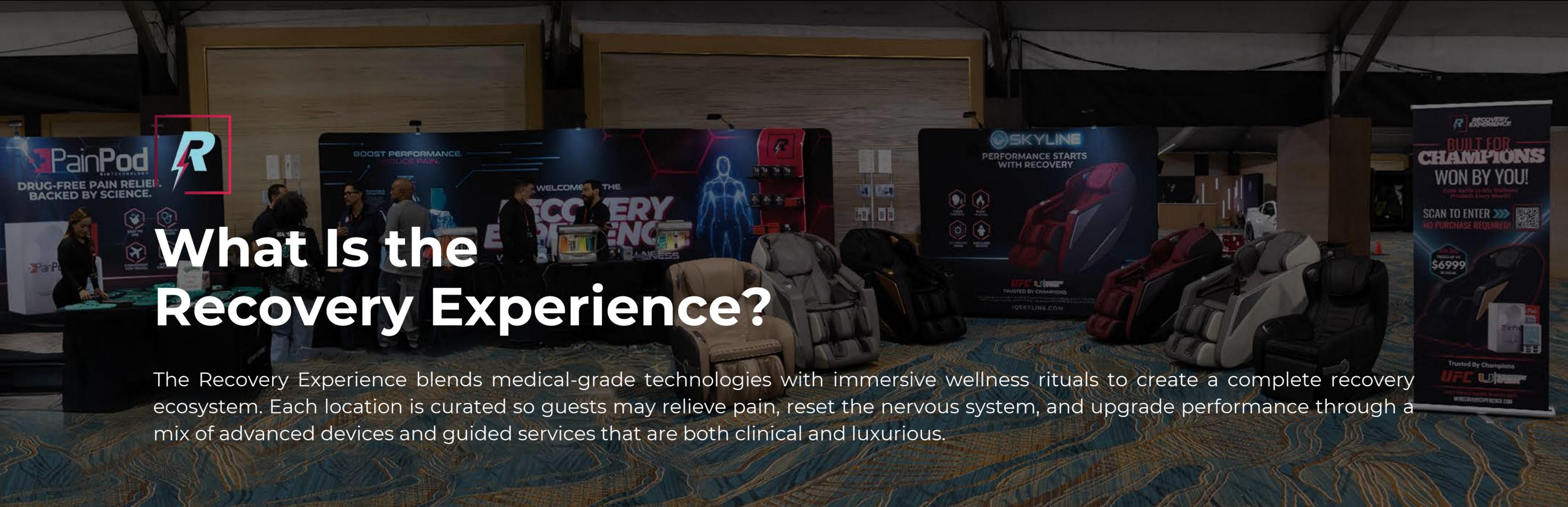


DESIGN, BUILD, FILL

# NOTABLE EVENTS & EXHIBITIONS

OUR TEAM HAS PRESENTED OR ACTIVATED AT 300+ EVENTS PER YEAR, INCLUDING:





# What Is the Recovery Experience?

The Recovery Experience blends medical-grade technologies with immersive wellness rituals to create a complete recovery ecosystem. Each location is curated so guests may relieve pain, reset the nervous system, and upgrade performance through a mix of advanced devices and guided services that are both clinical and luxurious.

## KEY PILLARS:



CLINICAL-GRADE TECHNOLOGY



IMMERSIVE, ELEVATED EXPERIENCE



INNOVATIVE SOLUTIONS

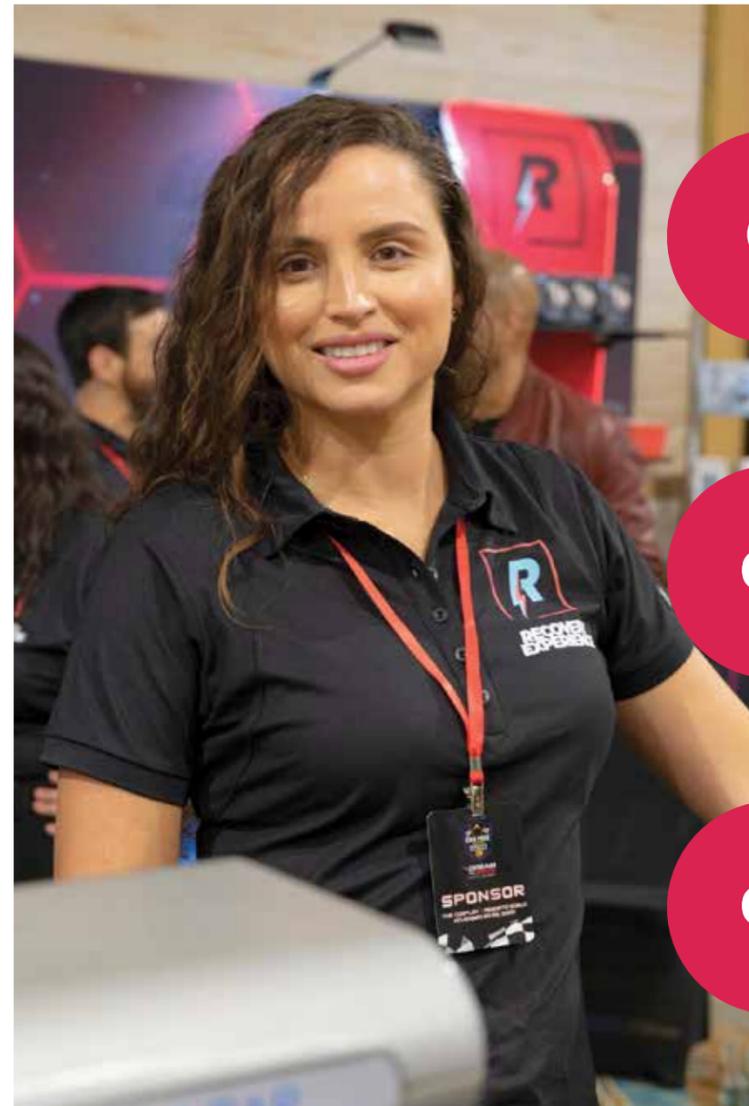


REVENUE + ENGAGEMENT ENGINE

# Why Recovery Experience is needed

**CONSUMERS WANT RECOVERY, BUT BRANDS LACK A PLACE FOR IT TO BE EXPERIENCED.**

Today's recovery landscape is fragmented. Powerful devices are scattered across clinics, expo booths, online stores, and influencer content - yet not organized into a cohesive journey people can feel, understand, and integrate into real life.



01

## NO UNIFIED RECOVERY DESTINATION:

Guests must piece together tools, services, and information on their own.

02

## BRANDS LACK REAL ENGAGEMENT:

Brands struggle to showcase value beyond static retail shelves.

03

## EVENTS NEED HIGHER-VALUE FEATURES:

Promoters struggle to add experiential elements that increase dwell time and guest satisfaction.

## MARKET OPPORTUNITY

The global wellness economy reached \$6.8 trillion in 2024, after growing 7.9% from 2023 to 2024 and is projected to grow at ~7.6% annually through 2029.

*Source: Global Wellness Institute, 2025*

# Where It Started & Where It's Going

The Recovery Experience was born from years at the intersection of wellness technology, live events, and performance culture. Everywhere, the same pattern appeared: great devices with real potential, but no environment where they existed together in a meaningful way.

We created The Recovery Experience to solve that gap. A living ecosystem where guests recover, brands activate their technology, and promoters elevate the environments they create.



## OUR MISSION

To build a modern recovery ecosystem that turns wellness into a shared win for guests, vendors, and promoters. We connect advanced technology with meaningful human experience to create powerful outcomes and new growth opportunities.

## What We Are Building Toward:

- > A global network of recovery hubs built around vetted technology.
- > A preferred platform where innovative brands gain real engagement and insights.
- > A turnkey layer that venues and events can plug into as part of their core experience.

# A Complete Recovery Technology Suite

The Recovery Experience includes medical-grade tools, performance technologies and immersive modalities selected to support circulation, mobility, focus and mental reset. This curated ecosystem allows us to dynamically design experiences based on audience, venue, and activation goals.”





**WE CREATE EXPERIENCES GUESTS FEEL AND BRANDS GROW THROUGH.**

## The Power of the Experience

Guests experience noticeable physical relief and a deep sense of reset from the moment they engage with the environment. Each session is designed to help them feel better, move better and perform better with benefits they can feel immediately.

- > **A CALMER AND MORE REGULATED NERVOUS SYSTEM**
- > **BETTER CIRCULATION AND IMPROVED MOBILITY**
- > **A PREMIUM SPACE THEY WILL WANT TO REVISIT**

- > **FASTER RECOVERY BETWEEN SESSIONS**
- > **SHARPER FOCUS AND MENTAL CLARITY**
- > **LESS TENSION AND REDUCED SORENESS**

TRIPLE-SIDED VALUE ENGINE

# A Collaborative Platform Where Everyone Wins

When each group benefits, the ecosystem strengthens. Every activation becomes a shared project in service of better recovery, better performance, and better experiences, delivered together.



WHEN GUESTS FEEL BETTER, BRANDS CONVERT, AND PROMOTERS WIN - THE ECOSYSTEM COMPOUNDS.

## VENDORS

reach a highly engaged audience in an environment that encourages education, trial, and long-term brand loyalty.

## GUESTS

receive meaningful, tangible benefits in the form of reduced tension, better focus, and a sense of being cared for.

## PROMOTERS

gain a standout feature that upgrades the overall experience, supports performance, and opens new sponsorship and revenue opportunities.

# A Live Showroom for Recovery Technology

The Recovery Experience gives wellness brands a live, immersive environment where their technology can be demonstrated, understood and felt. This is not a retail shelf or static expo booth. It is a high-touch showcase where devices are integrated into guided protocols, creating meaningful moments of relief and transformation that drive both emotional connection and commercial interest. Guests do not simply see your product. They experience what it can do.

## Showcase devices in real use cases

Guests experience your product in a structured protocol designed to highlight its true benefits and capabilities.

## Turn storytelling into hands-on engagement

Staff guide guests through demos that combine education, sensation and narrative, helping people understand why the technology matters.

## Gather real-time behavioral and experiential insights

Learn how guests respond, what they ask and what they feel during and after the protocol. This creates a powerful loop of feedback for product teams, marketers and sales.

## Build long-term trust and brand affinity

Guests associate your technology with meaningful results, calm environments and expert guidance, making it more likely they convert to long-term customers.



## Real Value. Real Activation.

Vendors receive a fully supported activation environment where their technology is demonstrated, explained and experienced through guided interactions. This partnership elevates product perception, deepens customer trust and creates meaningful opportunities for engagement and sales.



# What Vendors Gain

We meet partners where performance, hospitality, and experience intersect.



### Premium Showcase:

Technology presented in a curated, high-credibility environment.



### Trained Staff:

Guided demos delivered through brand-approved protocols.



### Content Creation:

Natural opportunities for high-quality photo and video assets.



### Launch Opportunities:

Ideal setting for product releases and brand takeovers.



### Insight Gathering:

Real guest feedback and behavioral data.



### Conversion Pathways:

Lead capture and trial-to-purchase funnels.



### Strategic Partnership:

More than floor space. A partner who integrates the product into a complete recovery journey.

# Ideal Partner Profiles and Use Cases

The Recovery Experience is built for environments where performance, hospitality and experience matter. These partner types immediately understand the value and can integrate the platform in ways that elevate their guests and their business.



## SPORTS TOURNAMENTS & PERFORMANCE EVENTS

- Dedicated recovery hub for athletes, teams and VIPs
- Pre-game, mid-event and post-event recovery
- Content and data capture to support event storytelling and brand partners



## MUSIC FESTIVALS AND CULTURAL EVENTS

- Provide a calm, premium oasis inside high-energy environments
- Offer fast, tangible relief for tired legs, sore backs, and sensory overload
- Build sponsorable experiences that feel authentic, not forced branding



## HOTELS, RESORTS & CASINOS

- Calm, premium oasis within high-energy environments
- Fast relief for tired legs, sore backs and sensory overload
- Authentic sponsorable experiences



## PREMIUM GYMS, STUDIOS & PERFORMANCE CENTERS

- Extend the value of training by integrating structured recovery protocols
- Position the facility as a full-spectrum performance hub, not just a workout space
- Offer members an add-on experience that deepens loyalty and length of stay



## CORPORATE EVENTS & HOSPITALITY PROGRAMS

- Upgrade conferences, leadership retreats, and incentive trips with recovery and stress-reset experiences
- Give attendees a practical way to manage fatigue, jet lag, and mental overload
- Create branded touchpoints for wellness-focused sponsors or internal initiatives

# Activation Formats and Packages

The Recovery Experience adapts to different venues, audiences and event scales. All formats include curated devices, trained staff and clear sponsor or revenue pathways.

## FORMAT 1



### POP-UP RECOVERY ZONE

*Events, festivals, tournaments  
and conferences*

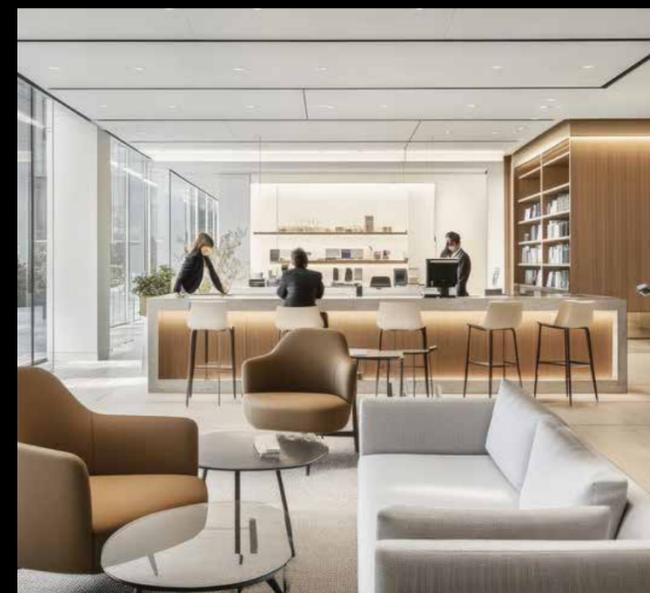
## FORMAT 2



### FLAGSHIP LOUNGE

*Resorts, casinos, large venues  
and semi-permanent installs*

## FORMAT 3



### IN-VENUE CORNER CONCEPT

*Hotels, clubs, premium gyms,  
lounges and airports*

## FORMAT 4



### MOBILE AND BACKSTAGE

*Backstage, locker rooms, talent  
areas, private suites and  
corporate retreats*

FORMAT 1

# Events, Festivals, Tournaments and Conferences

## Sponsor & Revenue Options:

- “Presented by” or “Powered by” branding
- Session-based pricing or sponsor-covered sessions
- Lead capture and trial funnels for partners

## Specs:

- **Footprint:**  
200 to 600 sq ft
- **Stations:**  
4 to 8 active stations
- **Guest Capacity:**  
20 to 40 guests per hour
- **Core Devices:**  
TENS and EMS, compression, LED therapy, massage chairs, percussion, hot and cold elements



## FORMAT 2

# Resorts, Casinos, Large Venues and Semi-Permanent Installs

## Sponsor & Revenue Options:

- Anchor technology partner or multi-brand ecosystem
- Memberships, VIP upgrades and integrated retail
- Launchpad for product releases and co-created content

## Specs:

- **Footprint:**  
800 to 2,000 sq ft
- **Layout:**  
Intake, therapy zones, lounge, product discovery
- **Guest Capacity:**  
40 to 80 guests per hour
- **Core Devices:**  
Full device ecosystem including saunas, compression, neurotech, advanced chairs, cold plunge, IV therapy and more



FORMAT 3

# Hotels, Clubs, Premium Gyms, Lounges and Airports

## Sponsor & Revenue Options:

- Brand takeover of corner space
- Pay-per-session or bundled access for VIP or membership tiers
- QR-led product discovery and direct purchase pathways

## Specs:

- **Footprint:**  
80 to 250 sq ft
- **Stations:**  
2 to 4 active stations
- **Guest Capacity:**  
10 to 25 guests per hour
- **Core Devices:**  
Compact mix like TENS and EMS, LED therapy, compression, massage chairs or pods



FORMAT 4

# Backstage, Locker Rooms, Private Suites and Corporate Retreats

## Sponsor & Revenue Options:

- Premium sponsor or “Official Recovery Partner” integration
- White label for internal teams
- Content creation and behind-the-scenes storytelling

## Specs:

- **Footprint:**  
Flexible and portable
- **Guest Capacity:**  
Focused and curated for VIPs, executives and talent
- **Core Devices:**  
Portable devices including TENS and EMS, percussion, compression, portable LED units and targeted hot/cold tools



# Guest Experience At a Glance

A structured flow that creates value for guests, vendors and promoters at every stage. Data and feedback flow back to vendors and promoters to refine future activations This journey shows that The Recovery Experience is structured, intentional, and designed to benefit guests, vendors, and promoters at each step.



## STAGE 1: AWARENESS

Guests see the space through event signage, digital channels, word of mouth, or on-site visibility.

- Promoter touchpoint: placement, signage, programming mentions
- Vendor touchpoint: logos, hero product visuals, short-form education



## STAGE 2: WELCOME & ORIENTATION

A host greets the guest, explains the concept, and sets expectations.

- Clarify experience: "This is a place to reset, recover, and explore new recovery tools"
- Quick overview of time, options, and what they may feel



## STAGE 3: INTAKE & INTENT

Short, conversational intake to understand goals: pain relief, stress, sleep, performance, curiosity.

- Promoter touchpoint: data collection around guest type and engagement
- Vendor touchpoint: mapping guest needs to appropriate devices and protocols



## STAGE 4: GUIDED EXPERIENCE

Guests move through 1-3 curated stations, with staff guiding usage and tracking how they feel.

- Technology is explained in simple, human language
- Experience is designed to feel premium, safe, and personalized



## STAGE 5: PRODUCT DISCOVERY

After the session, guests are introduced to specific products and solutions that match their goals.

- Vendor touchpoint: live demos, take-home options, QR codes, offers
- Promoter touchpoint: potential tie-ins with event, venue, or loyalty program



## STAGE 6: INTEGRATION & FOLLOW UP

Guests receive a simple path to integrate recovery into their life.

- Options may include: Booking future sessions
- Purchasing products or bundles
- Joining a membership, newsletter, or community

# Sponsorship and Co-Branding Opportunities

The Recovery Experience is built for environments where performance, hospitality and experience matter. These partner types immediately understand the value and can integrate the platform in ways that elevate their guests and their business.

## MODEL 1

**POWERED  
BY LOUNGE**

## MODEL 2

**CO-BRANDED  
PROTOCOL  
SERIES**

## MODEL 3

**OFFICIAL  
RECOVERY  
PARTNER**

## MODEL 4

**CONTENT &  
STORYTELLING  
PARTNERSHIP**



## MODEL 1

# “Powered by [Brand]” Recovery Lounge

## POSITIONING

This model gives partners the spotlight and aligns their brand with a premium, tech-forward wellness experience.

*All renderings are conceptual representations intended to illustrate potential layouts and design direction. Final installations may differ.*

### ACTIVATION ELEMENTS:

- Co-branded entrance and interior signage
- Brand’s devices featured as hero technology
- Joint apparel, menus & digital assets

### VALUE FOR BRAND:

- Primary hero partner status
- High-volume guided demos and qualified leads
- Strong photo & video content for marketing and investors

### VALUE FOR PROMOTER / VENUE:

- Premium, sponsor-backed experience
- New high-value sponsorship assets
- Visual anchor for PR, media tours & VIP storytelling



## MODEL 2

# Official Recovery Partner of [Event/ Series]

## POSITIONING

This model embeds Your Brand into the identity of a recurring event, league or series.

*All renderings are conceptual representations intended to illustrate potential layouts and design direction. Final installations may differ.*

### ACTIVATION ELEMENTS:

- Branded Recovery Experience zone at each stop in the series
- [Brand] included in all relevant event assets and digital channels
- Integrated education moments, stage mentions, or micro-workshops

### VALUE FOR BRAND:

- Repeated exposure to a defined and engaged community
- Consistent narrative around performance and recovery across multiple touchpoints
- Clear metrics: sessions per event, engagement trends, conversion over time

### VALUE FOR PROMOTER / VENUE:

- A signature, repeatable feature that travels with the series
- New sponsorship category tied directly to performance and wellbeing
- Stronger value proposition for athletes, artists, teams, or VIPs



All renderings are conceptual representations intended to illustrate potential layouts and design direction. Final installations may differ.

### MODEL 3

# Co-Branded Protocols & Take-Home Pathways

## POSITIONING

This model lets The Recovery Experience and the sponsor co-create signature recovery routines that guests follow inside the space and continue at home.

### ACTIVATION ELEMENTS:

- Named protocols such as “Pre-Game Prime,” “Post-Event Reset,” “Deep Sleep Sequence”
- Co-branded protocol cards, QR codes, and microsites with guidance and product links
- Bundles that pair sessions with [Brand] devices or products

### VALUE FOR BRAND:

- Deeper integration into the full recovery story, not just a momentary demo
- Clear at-home paths that may increase product adoption and retention
- Data and feedback from protocol usage to refine future products and content

### VALUE FOR PROMOTER / VENUE:

- Additional revenue through packages and product bundles
- Strong reason for repeat visits and ongoing engagement
- Educational layer that positions the activation as expert, not just entertaining



All renderings are conceptual representations intended to illustrate potential layouts and design direction. Final installations may differ.

## MODEL 4

# Content & Storytelling Partnership

## POSITIONING

This model provides a joint campaign that showcases “[Brand] in The Recovery Experience” across both partners’ channels, plus event or venue outlets.

### ACTIVATION ELEMENTS:

- Co-produced behind-the-scenes content with athletes, artists, or creators
- Short form clips, testimonials, and micro-documents filmed in the space
- Coordinated content calendar tied to key dates, launches, or tours

### VALUE FOR BRAND:

- Authentic, real-world content that highlights usage, benefits, and emotion
- Access to the audiences of The Recovery Experience and its partners
- Evergreen assets for sales decks, e-commerce, and wholesale relationships

### VALUE FOR PROMOTER / VENUE:

- Fresh, high-quality content that positions the event or venue as forward-thinking and guest-focused
- Additional value for sponsors and talent who appear in the storytelling
- Sharable moments that help the event live beyond its dates



# THANK YOU

for exploring  
The Recovery Experience



*The team ready to activate, elevate and make your brand unforgettable.*

## Let's Build the Future of Recovery Together

Choose your format. Choose your moment.  
Let's design an experience built around  
your audience and your vision.

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*Schedule a discovery activation walkthrough.*